



# Media Fairness Initiative

## A Look at Bias in the News



### Networks Ignore McCain's Triumph

3/11/08

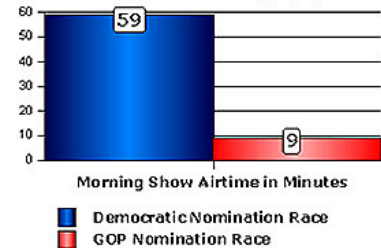
Sen. John McCain officially clinched the Republican presidential nomination last Tuesday, completing a remarkable political comeback. **But the following day, the three network morning shows devoted almost a full hour of coverage to the Democratic presidential race and just nine minutes to the Republicans**, according to a Media Research Center (MRC) analysis.

Also, while Sen. McCain did not appear on NBC's *Today*, ABC's *Good Morning America* or the CBS *Early Show*, Democrat senators Barack Obama and Hillary Clinton appeared on all three programs.

In addition to lack of coverage, all three programs featured early stories on Clinton and Obama first and buried McCain's coverage until later in the show.

#### Tilting (Again) to Democrats

Network Political Coverage, 3/5/08



### Democrats Dominate News

**In the week leading up to the Texas and Ohio primaries, Democrats generated more than four times the news coverage of Republicans**, according to a Project for Excellence in Journalism analysis.

The study found that Democrats received 68 percent of the overall campaign coverage during the week of February 25-March 2, compared to just 15 percent for the Republicans.

Sen. Barack Obama was featured in 69 percent of campaign news stories, leading all candidates. Sen. Hillary Clinton was second at 58 percent. **Sen. John McCain was featured in just 28 percent of campaign stories, his lowest total in five weeks and a 10-point drop from last week.**

### McCain's Coverage Grows More Negative

Network television news coverage of Sen. John McCain has taken a dramatic turn for the worse since he has become the GOP's presumptive presidential nominee, according to a new study by the Center for Media and Public Affairs (CMPA).

**The CMPA study found that while 97 percent of the network news coverage of McCain was positive before the New Hampshire primary on January 8, just 30 percent of stories have been positive since McCain's rise.** Overall, CMPA found that 46 percent of McCain stories were positive from mid-December through mid-February.

In contrast, Sen. Barack Obama received 84 percent positive coverage during the same period, while Sen. Hillary Clinton received 53 percent positive coverage. Since Super Tuesday in early February, Obama is at 67 percent (more than twice McCain's amount of 30 percent), and Clinton is at 50 percent.

